

ARS JULY UPDATE



Technologists—those who create and shape technology—rely on one tech news site to understand what's most important and why. That site is Ars. A massive community borne of a shared passion for knowledge. An influential news source for newsmakers.

AVERAGE TRAFFIC

Unique Visitors

Omniture

12.0 MILLION

Page Views

Omniture

50.0 MILLION

Average Time Spent

Omniture

7.76 MINUTES

Pages Per Visit

Omniture

2.37 PAGES

Source: Omniture July 2016, comScore MRI 12-15/F15

Ars keeps fans coming back for more—**4 out of 5 readers visit every single day**

A POWERFUL COMMUNITY

Male/Female

78%/22%

C-Suite

166

Median Age

39 Years

Business Decision Makers

170

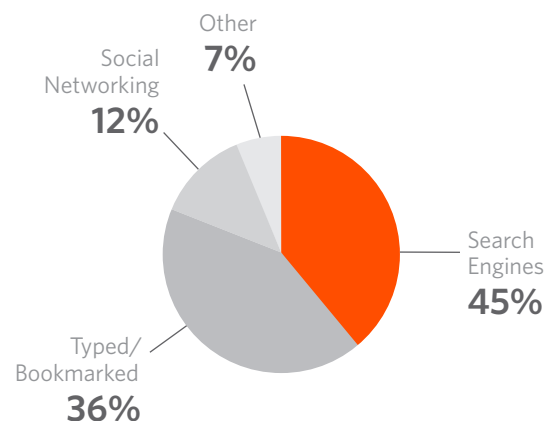
Median HHI

\$87,489

IT Decision Makers

216

AVERAGE TRAFFIC DRIVERS



EXPERT TECH COVERAGE

Since it began in 1998, Ars has become the most trusted source for tech news in the world. From enterprise IT and consumer electronics, to policy analysis and gaming reviews, Ars expertly covers topics in-depth, with precision, passion and wit.



Breaking It Down

MINISTRY OF INNOVATION
Reporting on startups, policy and tech business

THE SCIENTIFIC METHOD
Science news via the Large Idea Collider

OPPOSABLE THUMBS
Gaming news from people who live it

GEAR & GADGETS
Essential toys, tools and hardware

TECHNOLOGY LAB
Uncovering the inner workings of the tech world

RISK ASSESSMENT
Chronicling hactivism and digital security

INFINITE LOOP
Comprehensive coverage of all things Apple

LAW & DISORDER
Tech law and policy analysis

REACHING THE SUPER INFLUENCER



Source: comScore/MRI 12-15/F15 Based on Adults 25-54; Business Decision Makers defined as: Involved in any purchase decisions for company in past year; IT Decision Makers defined as: Involved in any IT purchase decisions for company in past year; Hardware/Software Decision Makers defined as: Involved in any hardware or software purchase decisions for company in past year; New Technology Influentials defined as: Highly knowledgeable and word of mouth recommenders of new technologies.

“Ars comes up with insight no one else has.”

SERGEY BRIN
CO-FOUNDER, GOOGLE